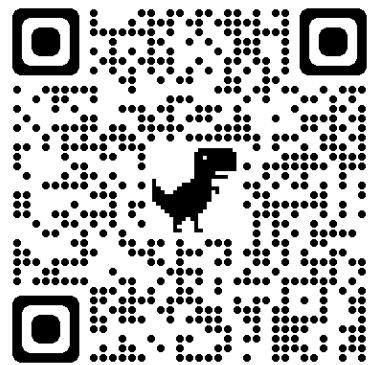




Irrigazette

international irrigation magazine

2022 Media Kit



IRRIGAZETTE.COM



THE INTERNATIONAL IRRIGATION REFERENCE

Build a lasting impression with
print or online ad campaign in
IRRIGAZETTE magazine.

BIMESTRIAL PUBLICATION IN
BOTH FRENCH AND ENGLISH
30 YEARS OF PROFESSIONALISM

INTERNATIONAL CIRCULATION
10,000 / 12,000 COPIES

+

BONUS CIRCULATION AT THE
MAIN INTERNATIONAL TRADE
SHOWS

WRITTEN BY PROFESSIONALS,
FOR PROFESSIONALS
IRRIGAZETTE REACHES THE
ENTIRE IRRIGATION INDUSTRY,
FROM THE MANUFACTURER TO
THE END-USER

WORLDWIDE DATABASE:
60 000 CONTACTS

READERSHIP AND COVERAGE

PROFESSIONAL

MANUFACTURERS, DISTRIBUTORS, CONTRACTORS,
IMPORTERS, DEALERS, ASSOCIATIONS

AGRICULTURAL

AGRICULTURAL COOPERATIVES, FARMERS,
RESEARCH CENTERS, UNIVERSITIES, SCHOOLS,
GOVERNMENTAL INSTITUTIONS

TURF/GOLF/DIY

MUNICIPALITIES, CONSULTANTS, LANDSCAPERS,
HORTICULTURISTS, SPORTS GROUNDS, GREEN
KEEPERS, GARDEN CENTERS, BUYING GROUPS,
WHOLESALEERS

4800 PAID
SUBSCRIBERS

30 % FRANCE

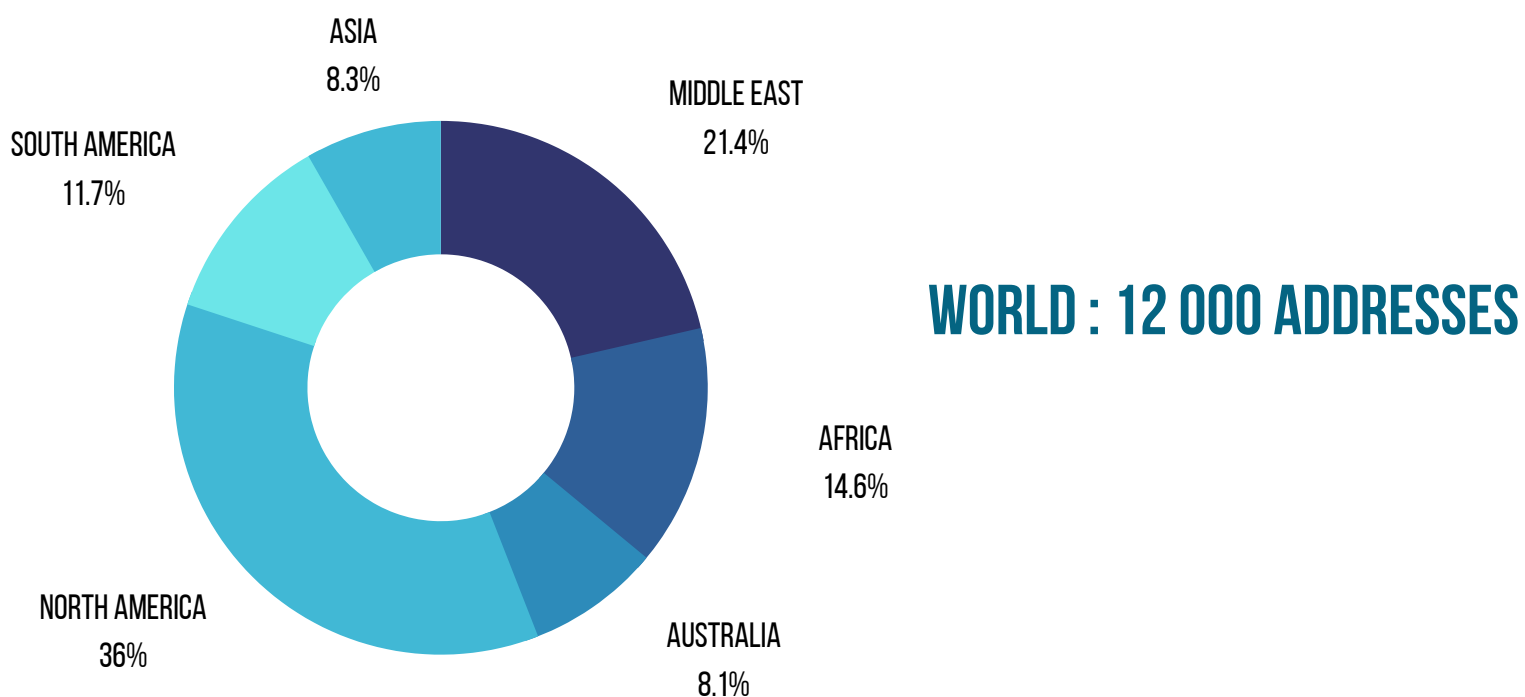
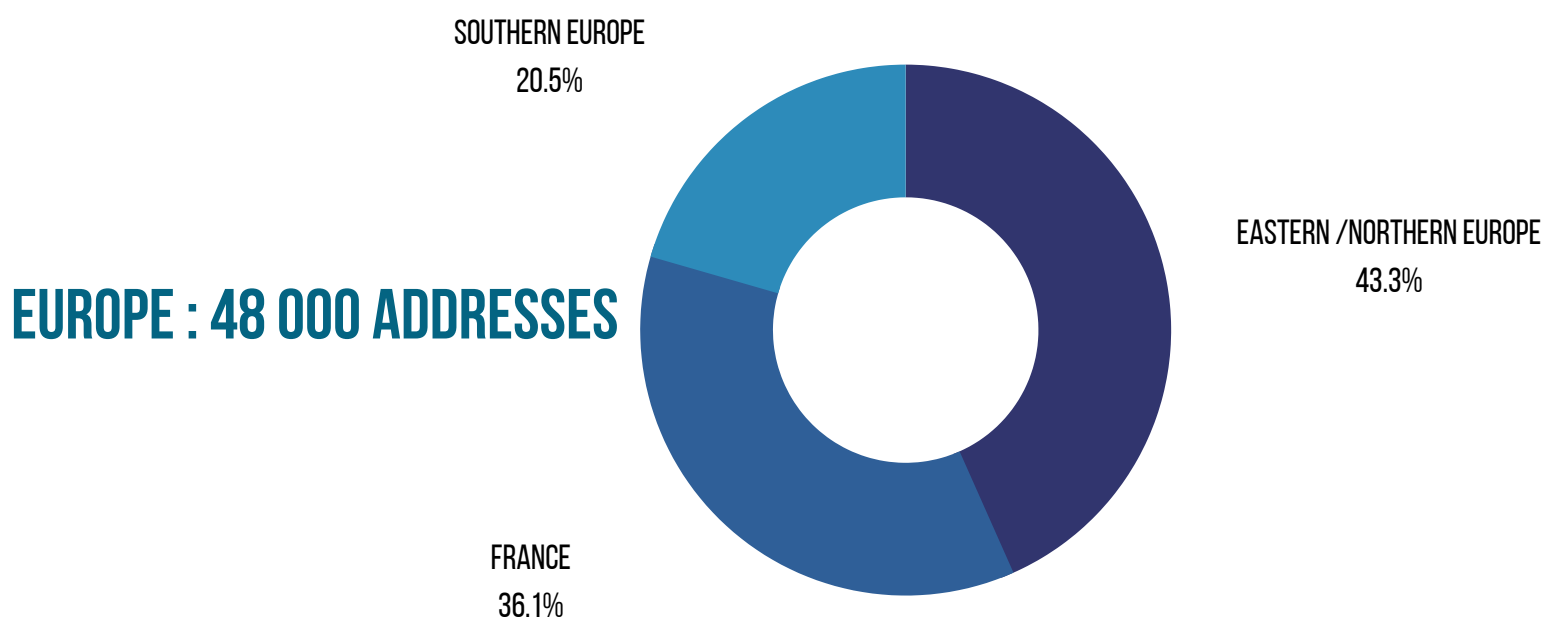
70 %
INTERNATIONAL

IRRIGAZETTE TARGETS DECISION MAKERS ALL AROUND THE
WORLD AND COVERS MOST OF THE INTERNATIONAL
IRRIGATION TRADE SHOWS

READERSHIP

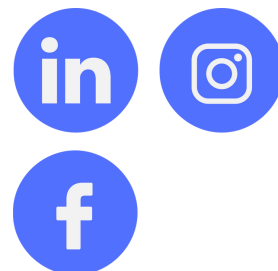
60 000 CONTACTS

Irrigazette
international irrigation magazine





IRRIGAZETTE WEBSITE AND SOCIAL MEDIA



ARTICLES ARE PUBLISHED BOTH ON
IRRIGAZETTE WEBSITE AND IN THE
PRINT EDITION, IN ADDITION TO
SOCIAL NETWORKS POSTS

2021 STATISTICS

WEBSITE (GOOGLE ANALYTICS):
9104 SESSIONS PER MONTH
7950 UNIQUE VISITORS PER MONTH
14 607 PAGES SEEN PER MONTH
REBOUND RATE : 80 %

LINKEDIN PAGE:
622 FOLLOWERS.

FACEBOOK PAGE:
633 FOLLOWERS.

Irrigazette

international irrigation magazine

2022

Print and Web Rates

IRRIGAZETTE.COM



2022 RATES

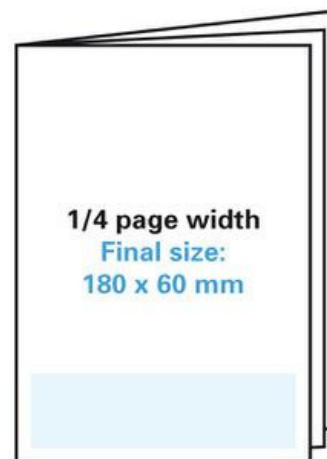
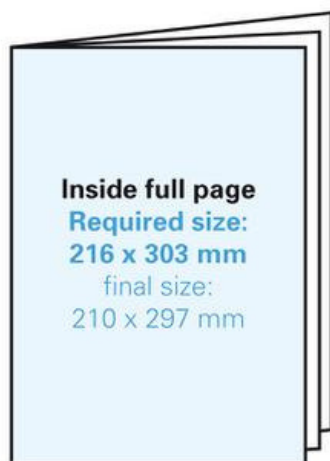
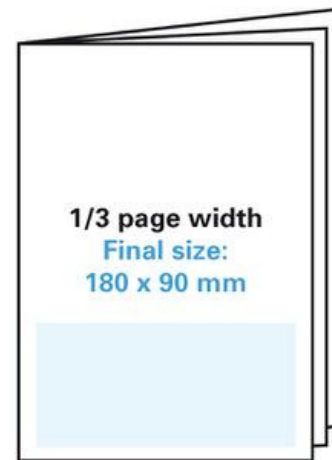
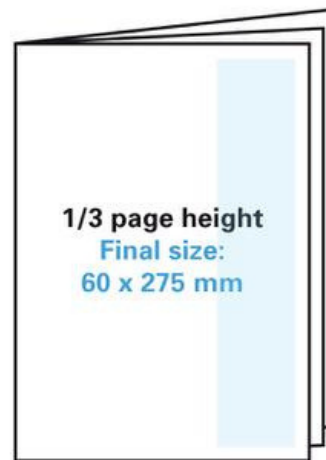
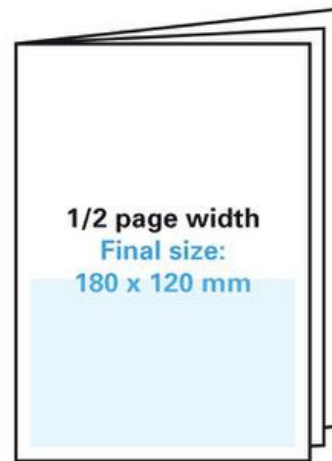
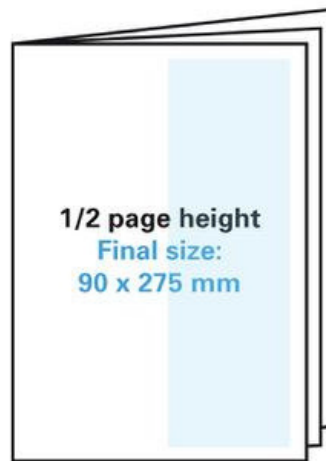
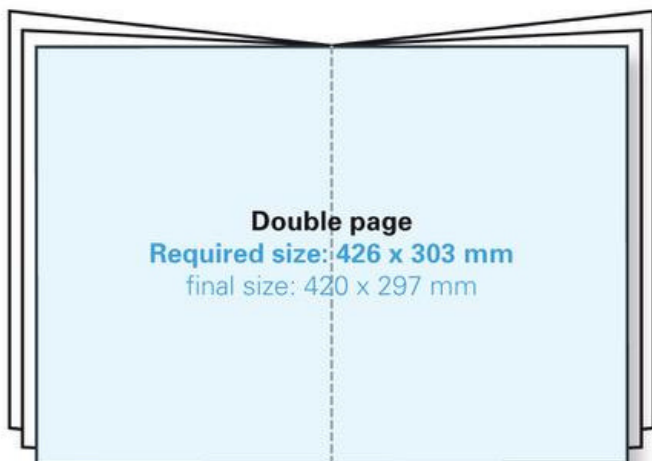
PRINT ADVERTISING

SIZES & RATES	
Full page	4.195 €
½ page	2.550 €
⅓ page	1.800 €
¼ page	1.650 €
Inside front cover	5.600 €
Inside back cover	5.400 €
Outside back cover	5.800 €
Double page	7.900 €
Special Report	On request

FREQUENCY DISCOUNT		ADDITIONAL DISCOUNT*
1 Ad/Year	-	5%
2 Ads/Year	5%	5%
3 Ads/Year	10%	5%
4 Ads/Year	15%	5%
5 Ads/Year	20%	5%
6 Ads/Year	25%	5%

*if booked on website

DIMENSIONS PRINT ADVERTISING



RATES WEB ADVERTISING

Online Banners + Hyperlink to the advertising company		Monthly Rates**	Frequency Discounts
Home Page	Premium Headline Banner 872 x 224 px + Hyperlink	1 050 €	☐ 6 months -20 % ☐ 1 year -30 %
	Premium Tower 237 x 475 px + Hyperlink	950 €	☐ 6 months -20 % ☐ 1 year -30 %
	Premium Center Block 575 x 224 px + Hyperlink	950 €	☐ 6 months -20 % ☐ 1 year -30 %
Inside Categories Ag - Golf - Report...	Inside Headline Banner 872 x 224 px + Hyperlink	850 €	☐ 6 months -20 % ☐ 1 year -30 %
	Inside Tower 237 x 475 px + Hyperlink	650 €	☐ 6 months -20 % ☐ 1 year -30 %
	Inside Center Block 872 x 224 px + Hyperlink	750 €	☐ 6 months -20 % ☐ 1 year -30 %
Newsletter	Newsletter Block 872 x 224 px	950 €	☐ 6 months -20 % ☐ 1 year -30 %

** 2-MONTHS MINIMUM ■ SUBMISSION REQUIREMENTS: .jpg or .gif format (for animated ad) + link
■ PAYMENT TERMS: at the time of order, prior to publication ■ Net rates in euros – no agency discount



2022 RESERVATION FORM

PLEASE INDICATE THE DESIRED PRINT FORMAT
WHETHER A WEB BANNER IS ALSO REQUIRED

SUBMISSION REQUIREMENTS: JPG OR GIF FORMAT + LINK

PAYMENT TERMS: 30 DAYS FROM THE DATE OF
PUBLICATION

NET RATES IN EUROS - NO AGENCY DISCOUNT

PLEASE SEND AN EMAIL TO HELOISE AT
ADVERTISING.IRRIGAZETTE@GMAIL.COM

ISSUES*	SIZE	DISCOUNT	ADDITIONAL DISCOUNT	RATE/ISSUE
JANUARY/FEBRUARY Shows Report & New Products Guide				
MARCH/APRIL SMAGUA / SIMA-GARDENIA / FIMA Agritech Israel / Journées des Collections				
MAY/JUNE Irrigation Australia / IFAT				
JULY/AUGUST International Buyers Guide				
SEPTEMBER/OCTOBER INNOVAGRI / GALABAU				
NOVEMBER/DECEMBER EIMA / AGROMEK / PAYSALIA / IA / AGRITECHNICA				

* Non exhaustive shows list

PAYMENT TERMS: 30 DAYS. Late payment will be subject to a late payment charge in accordance with the legal minimum set out in French article n° 92-1442 of 31st dec. 1992). Our rates are expressed in euros and all payments must be made in Euros, no other currencies are accepted.

TERMS AND CONDITIONS

A SIGNED DOCUMENT MUST BE PROVIDED FOR EACH AD

- EACH BOOKED AD REQUIRES AN IRRIGAZETTE “RESERVATION FORM” DULY SIGNED.
- TERMS OF PAYMENT: 30 DAYS FROM INVOICING DATE — LATE PAYMENT WILL BE SUBJECT TO THE LEGAL MINIMUM LATE CHARGE (ACCORDING TO THE ARTICLE N° 92-1442 OF 31ST DEC 1992).
- OUR RATES ARE IN EURO — MAKE SURE TO SETTLE YOUR SWIFT TRANSFER IN EURO CURRENCY OR IN US \$ CORRESPONDING AMOUNT.
- IRRIGAZETTE RECOMMENDED LANGUAGE FOR ADS: ENGLISH
- SUBMISSION DEADLINE: 3 WEEKS BEFORE PRINTING
- CANCELLATION: 40 DAYS PRIOR PUBLICATION.

CONTACT US

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international irrigation magazine